



### For Users, Digital Workspace Boosts Work Effectiveness

It supports new work styles and patterns. It enables freedom of choice, providing users with a single environment to access all of their apps and services—across devices—while keeping personal and professional data separate. Imagine, BYO access to Windows, SaaS, cloud, mobile, and social apps without having to worry about continually configuring devices.

## Lines of Business Envision Process Transformation

Using corporate-owned devices, lines of business are interested in delivering apps to field-based employees that enhance individual and team productivity, customer engagement, and partner collaboration. Lines of business expect to be able to give their team members access to the SaaS and corporate applications they need to be effective—from apps run centrally and displayed on any browser-based device to third-party or on-premises business-critical applications such as Salesforce or SAP.



### For Lines of Business, Digital Workspace Streamlines Operations and Creates Competitive Advantage

It enables business process transformation, new forms of customer interaction, and new methods of revenue generation. With Digital Workspace, companies can effectively segment employees and ask their IT organizations to deliver specific end-user technology solutions to certain workers such as field service employees, case workers, and call center representatives. Imagine, retail managers using Android tablets to update inventory levels from the store floor; private bankers displaying data on Apple iPads during client meetings in cafes; nurses rolling mobile clinical workstations to patient sides to record medicines while field-based case workers use tablets to submit forms.

## IT Organizations Want a Flexible and Secure Foundation

With responsibility for security and compliance, IT organizations want a secure yet flexible foundation that enables them to safeguard data and applications across devices. They expect to be able to centralize identity, maintain control, and service their distributed workforces through a unified platform.



### For IT, Digital Workspace Simplifies the Ability to Deliver Technology

It is significantly more efficient environment to control and manage, even as portfolios grow and business conditions change, because of its automated security and access policies for users, devices, and applications. Imagine delivering comprehensive access while automating policies to always ensure the right levels of continuity, performance, security and compliance.